WHAT IS CLAIMED IS:

1.　　A method of monitoring a transaction between a receiver and a content provider occurring over a network operated by a network operator, wherein said content provider offers enhanced content programming relating to the transaction, the method comprising the steps of:

accepting a user request for the enhanced content programming by the receiver, said user request containing request information;

stripping at least a portion of the request information from said user request;

inserting third party parameters into said user request to form a modified user request;

directing said modified user request to the content provider;

intercepting a user request response directed to the receiver by the content provider, wherein said user request response comprises at least a portion of the transaction; and

permitting the transaction to proceed if the content provider abides by said third party parameters.

2.　　The method of claim 1, wherein said third party parameters are comprised of a set of business rules.

3.　　The method of claim 1, further comprising the step of appending third party markers to said user request response, said appending step performed by the content provider.

4.　　The method of claim 1, further comprising:

if the content provider is determined to be an authorized content provider, replacing said stripping, inserting, and directing steps with the step of directing said user request to said authorized content provider.

5.　　The method of claim 1, further comprising the step of providing a set of additional third party parameters to the content provider in response to a request from the content provider for said set of additional third party parameters.

1   6.   The method of claim 1, further comprising the step of directing

2   said modified user request to a substitute content provider if the content provider does not

3   abide by said third party parameters.

1   7.   The method of claim 1, further comprising the steps of:

2   extracting transaction information from said intercepted user request

3   response; and

4   storing said extracted transaction information.

1   8.   The method of claim 7, further comprising the step of displaying at

2   least a portion of said extracted transaction information.

1   9.   The method of claim 8, further comprising the step of displaying at

2   least one advertisement simultaneously with said portion of said extracted transaction

3   information.

1   10.   The method of claim 9, wherein said at least one advertisement

2   includes linking information to a specific content provider.

1   11.   The method of claim 1, wherein the transaction is a financial

2   transaction and said user request is a user purchase request, said method further

3   comprising the step of entering said user purchase request into a data base controlled by a

4   third party.

1   12.   The method of claim 11, further comprising the step of displaying

2   at least a portion of said entered user purchase request.

1   13.   The method of claim 11, further comprising the steps of:

2   directing a request for additional information pertaining to said user

3   purchase request to the content provider, wherein said directing step is performed by said

4   third party;

5   receiving said additional information from said content provider; and

6   storing said additional information in said third party controlled data base.

1   14.   The method of claim 13, further comprising the steps of:

2   directing a request for updated information pertaining to said user purchase

3   request to the content provider, wherein said directing step is performed by said third

4   party;

5   receiving said updated information from said content provider; and

6   storing said updated information in said third party controlled data base.

1   15.   The method of claim 11, further comprising the steps of:

2   requesting finalization of said user purchase request by the receiver;

3   finalizing said initiated purchase with the user receiver, wherein said

4   finalizing step is performed by said third party; and

5   providing finalized purchase information to the content provider by said

6   third party.

1   16.   A method of controlling a network transaction, the method

2   comprising the steps of:

3   directing enhanced broadcast information via a network to a plurality of

4   receivers, wherein said network is controlled by a network operator, and wherein at least

5   a portion of said enhanced broadcast information is provided by at least one content

6   provider;

7   detecting triggers within said portion of said enhanced broadcast

8   information provided by said at least one content provider, wherein said detecting step is

9   performed by a third party;

10   intercepting by said third party a user request directed at said at least one

11   content provider from a receiver of said plurality of receivers coupled to said network,

12   said user request containing request information;

13   stripping at least a portion of the request information from said user

14   request;

15   inserting third party parameters into said user request to form a modified

16   user request;

17   directing said modified user request to said at least one content provider;

18   intercepting a user request response directed to said receiver by said at

19   least one content provider;

20   permitting the network transaction to proceed if the content provider

21   abides by said third party parameters; and

22   storing at least a portion of the network transaction information provided

23   by said at least one content provider in said user request response, wherein said storing

24   step is performed by said third party.

1   17.   The method of claim 16, wherein said third party parameters are

2   comprised of a set of network operator business rules.

1   18.   The method of claim 16, wherein said third party parameters

2   include a set of receiver capabilities.

1   19.   The method of claim 16, wherein said third party parameters

2   include a user profile associated with said receiver.

1   20.   The method of claim 16, wherein said third party parameters are

2   comprised of a set of network specifications.

1   21.   The method of claim 16, further comprising the steps of:

2   initiating a user financial transaction through said receiver with said at

3   least one content provider;

4   extracting information from said user financial transaction with said third

5   party;

6   storing said extracted information in a data base controlled by said third

7   party; and

8   displaying at least a portion of said stored information on a display screen

9   coupled to said receiver.

1   22.   The method of claim 21, further comprising the step of displaying

2   at least one advertisement simultaneously with said portion of said extracted transaction

3   information.

1   23.   The method of claim 22, wherein said at least one advertisement

2   includes linking information to a specific content provider.

1   24.   The method of claim 21, further comprising the steps of:

2   requesting finalization of said user financial transaction by said receiver;

3   finalizing said user financial transaction with the said receiver, wherein

4   said finalizing step is performed by said third party; and

5   providing finalized purchase information to said at least one content

6   provider by said third party.

1   25.   The method of claim 16, further comprising the steps of:

2   requesting additional information on said network transaction from said at

3   least one content provider, wherein said requesting step is performed by said third party;

4   receiving said additional information from said at least one content

5   provider; and

6   storing said additional information in a data base controlled by said third

7   party.

1   26.   A network-based system for supporting a user transaction, the

2   system comprising:

3   a network;

4   a content provider coupled to said network, wherein said content provider

5   supplies enhanced content programming relating to the user transaction;

6   a receiver coupled to said network, said receiver capable of receiving said

7   enhanced content programming and submitting user requests to said content provider via

8   said network;

9   software within said receiver allowing a third party to control interactions

10   between said receiver and said content provider;

11   a third party controller coupled to said network for extracting information

12   relating to the user transaction from submitted user requests and from at least one request

13   response from said content provider;

14   a third party data base for storing said extracted information; and

15   a display coupled to said receiver for displaying said enhanced content

16   programming and for displaying information stored within said third party data base.

1   27.   The network-based system of claim 26, wherein said software

2   strips information from said user requests and inserts third party parameters into said user

3   requests.

1   28.   The network-based system of claim 27, wherein said software

2   monitors said at least one request response.

1   29.   The network-based system of claim 28, wherein said software
2   terminates the user transaction if said least one request response is not in accordance with
3   said third party parameters.

1   30.   The network-based system of claim 26, wherein said receiver is
2   selected from the group consisting of set-top boxes, telephones, PDAs, and computers.

1   31.   The network-based system of claim 26, wherein said network is
2   selected from the group consisting of cable, fiber optics, telephone lines, terrestrial
3   broadcast systems, and satellite broadcast systems.

1   32.   The network-based system of claim 26, wherein said third party
2   controller obtains additional information from said content provider relating to the
3   transaction and stores said additional information in said third party data base.

1   33.   The network-based system of claim 32, wherein said third party
2   controller finalizes the transaction with said receiver and provides final transaction
3   information to said content provider.